



ADJUSTAMATIC BEDS LIMITED

BACKGROUND

Part of the NHC Group, Adjustamatic Beds Limited has been providing the UK with orthopaedic adjustable beds and massaging reclining chairs for over 50 years and all of its products meet UK and European Quality Standards.

The company's products are proven to help with a variety of symptoms associated with medical conditions and disabilities, including arthritis, sciatica, back pain, varicose veins, and reduced blood circulation. As a result, Adjustamatic is registered with the UK Government's Medicines and Healthcare Regulatory Authority and has certification of ISO 9001:2000.

Adjustamatic performs all of its research, development, design and manufacture in the UK and has over 85,000 customers across the nation.

WHAT WE DID | ADJUSTAMATIC'S WEBSITE WAS EXPERIENCING HIGH TRAFFIC LEVELS, THANKS TO OUR PAID SEARCH SERVICES. HOWEVER, THE COMPANY WANTED TO INCREASE THE NUMBER OF SALES LEADS THEY WERE GENERATING.

HOW WE HELPED

Our conversion rate optimisation (CRO) experts used qualitative and quantitative analysis to identify areas of the Adjustamatic website that could be improved.

As part of our research, we conducted an analytics review and performed usability testing to examine the website's performance. We also used heatmaps and expert reviews to pinpoint areas of the site that could be refined.

We ran a series of A/B and multivariate tests to find out how we could turn passive site browsers into active users.

We segmented conversion rates by behaviour, device and demographics using a suite of conversion rate optimisation testing tools known as Visual Website Optimiser (VWO) and through custom segments in Google Analytics.

We also integrated call tracking software into tests to measure the effect of changes on offline leads.

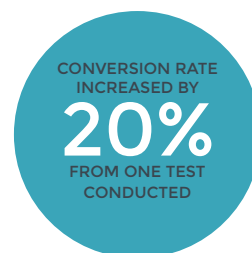
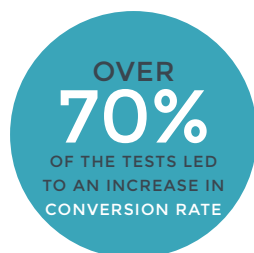
"NO OTHER AGENCY HAS RETURNED SUCH FANTASTIC RESULTS FOR ADJUSTAMATIC. CLICK CONSULT WORK TO WELL-DEFINED OBJECTIVES AND COMMUNICATE PROGRESS REGULARLY. OUR CONVERSIONS HAVE INCREASED CONSIDERABLY SINCE THEY STARTED CRO TESTING AND WE ARE SEEING A FANTASTIC RETURN ON INVESTMENT AS A RESULT OF THE WORK THEY ARE DOING ON OUR ORGANIC AND PAID SEARCH CAMPAIGNS."

JAMES LANE, MARKETING EXECUTIVE - ONLINE, NIAGARA HEALTHCARE LTD



THE RESULTS SO FAR

The CRO work we have carried out to date has had a significant positive impact on Adjustamatic's online performance.



CONTINUING OUR SUCCESS

We continue to help Adjustamatic to achieve their commercial objectives through search engine optimisation (SEO), paid search and CRO campaigns.

Let's begin to lay the foundations of your next digital project.